

ABSTRACT OF THE INVENTION

A method for fitting shoes comprises maintaining an inventory of shoes of different styles and sizes, wherein each shoe has a flat inner foot receiving surface and measuring the size, width and arch height of feet of a customer to be fitted for shoes. The proper size shoes of at least one style selected by the customer is selected and an orthotic is inserted onto the flat inner foot receiving surface of each of the selected shoes. The combination of the orthotic and the shoe is fitted on the feet of the customer.